

RETAIL

Secoo expands experiential offerings with personal butler service

June 8, 2018



39 Degree Celsius Service can assist customers with personal shopping. Image credit: Secoo

By DANNY PARISI

Chinese ecommerce platform Secoo is offering customers something a little more personal in the form of a new personal butler service.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Called 39 Degree Celsius Service, the offering is named for what is considered the ideal temperature for a soothing bath. The personal butler service includes many luxury accommodations for both online and offline customers.

Butler service

A major theme in retail recently has been the creation of engaging experiences.

In a world where anyone can hop online and order whatever product they need and have it in a few days, experiential retail gives people a reason to stick with certain retailers and remain loyal to them, rather than just buying through Amazon or Alibaba.

Secoo is tapping into this trend with 39 Degree Celsius Service.

The service provides customers with a personal butler who can assist with personal shopping, gift selection, wine, travel, luxury maintenance and other premium services.



Secoo's new logo. Image credit: Secoo

The butlers will each have deep knowledge of Secoo's many brands and services, allowing them to serve as experienced advisors to customers and help them make purchasing decisions.

Secoo touts its butlers' ability to guide customers through wine selections, restaurant bookings and car services.

Additionally, customers that sign up for 39 Degree Celsius Service will be eligible to purchase exclusive products and receive special deals on luxury goods.

Secoo cites the changing habits of today's Chinese consumers, including their desire for experiential retail, as a main driver of the creation of 39 Degree Celsius Service.

39 Degree Celsius

Many of Secoo's latest efforts have been focused on bringing itself out of the digital realm and creating more in-person experiences for customers.

For example, Secoo is taking its first step into the world of luxury spirits with the launch of a new cocktail brand.

Secoo created its new brand, 24/7 by Secoo, as a means of targeting the affluent young Chinese population who have become a significant force in the luxury world. Secoo is hoping to take 24/7 from producing cocktails and liquor first to a full lifestyle brand in the future ([see story](#)).

Similarly, Secoo is hosting a new retail festival with the Parkson Retail Group focused on targeting female consumers of luxury in China.



Secoo has been moving towards experiential retail. Image credit: Secoo

The event, called the Goddess Festival, saw Secoo targeting China's lucrative young female consumer base who make up a large portion of the country's formidable bloc of luxury consumers. With Chinese women's earnings expected to reach \$4 trillion by 2020, they are an incredibly valuable demographic to target ([see story](#)).

While similar to these efforts, 39 Degree Celsius Service will be even more luxury-oriented by offering customers the kind of white glove service that is normally reserved for in-store activations in luxury boutiques.

In some ways, the service is similar to what fellow Chinese ecommerce platform JD.com did with JD Luxury Express. The retailer has trained a special team of employees, who shuttle luxury purchases to consumers' doors in style.

Designed to more closely replicate the individualized experience expected from bricks-and-mortar stores, JD's service aims to ensure that luxury products are handled in a manner that reflects the brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.